

## Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W  
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P R 171005Z NOV 75  
FM AMEMBASSY TAIPEI  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 7627

UNCLAS TAIPEI 7376

FOR: USDOC/USDOC/OIM/R. GARNITZ  
USDOC/BIC/OIM/FE-SA/KELLY

E.O. 11652: N/A

TAGS: OCON, XG, XM, XB, XU, XE, XF

SUBJECT: 1976 TRADE CENTER DIRECTORS' CONFERENCE

REF: STATE 266604

1. TC DIRECTOR, TAIPEI, WELCOMES UPCOMING DIRECTORS' CONFERENCE IN LATE JANUARY AND CONCURS THAT THEME IS APPROPRIATE AND TIMELY.
2. TRADE PROMOTION IN THE ROC, AN EMERGENT MARKET WITH A RAPIDLY GROWING ECONOMY, MAY BE PROGRAMMED WITH EVENTS THAT WOULD BE LESS EFFECTIVE IN A DEVELOPED MARKET. FOR INSTANCE, CATALOG DISPLAYS AND LARGE JEEPS HAVE BEEN WELL RECEIVED IN TAIPEI. FILMS, SPECIALIZED VTRS AND TECHNICAL SEMINARS COULD PROVE PRODUCTIVE IN INTRODUCING NEW TECHNOLOGY AND MORE SOPHISTICATED PRODUCTS TO INDUSTRY. EXHIBITIONS (LARGE) ARE EFFECTIVE IN MARKETING A BROAD RANGE OF NEW PRODUCTS TO SELECT INDUSTRIES IN TAIWAN.
3. AN AGENDA OF INTEREST FOR TAIPEI SHOULD INCLUDE, AMONG OTHER ITEMS, A DISCUSSION OF THE FOLLOWING SUBJECTS.
  - A) A REDUCTION OF THE NUMBER OF INDUSTRY THEMES PROMOTED AT THE TRADE CENTER DURING A FISCAL YEAR BY CONCENTRATING ON THE INDUSTRY PRODUCTS ACCEPTABLE AND APPROPRIATE TO THIS MARKET

- 1) BY ADVANCING A SINGLE THEME THROUGH FILMS, VTRS, A CATALOG

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SHOW, A JEEP AND AN EXHIBITION IN A 12 MONTH PERIOD.

2) BY AUGMENTING A TOTAL EVENT SCHEDULE FOR AFISCAL YEAR THROUGH STAGING EXHIBITIONS USING INDUSTRY THEMES FROM PRIOR VIABLE EVENTS.

B) AN EXPANSION OF THE VISUAL SEARCH MICROFILM INDUSTRIAL CATEGORY FILES, METHODS FOR THEIR UTILIZATION, AND PROMOTION OF AVAILABLE SERVICES.

C) DEVELOPING TRADE MISSIONS FROM EXHIBITIONS OR JEEPS.

1) SENDING TRADE MISSIONS COMPRISED OF JEEP OR EXHIBITION PARTICIPANTS OUTSIDE TRADE CENTER CITIES TO AREAS WHERE INDUSTRY IS CONCERNTRATED.

D) THE USE OF AN AMERICAN OFFICER (COMMERCE OR STATE) FOR SUPERVISION

OF TRADE CENTER PROMOTION ACTIVITIES, THEREBY ELIMINATING OR REDUCING SERVICES OF A PUBLIC RELATIONS FIRM.

4. THE TRADE CENTER RECOMMENDS POSTONEMENT BY 45 DAYS OF THE JANUARY 1, 1976 EFFECTIVE DATE FOR IMPLEMENTATION OF THE MINIMUM FULL COST RECOVERY PROGRAM. THE DIRECTORS' CONFERENCE OFFERS AN EXCELLENT OPPORTUNITY FOR OIM MANAGEMENT TO EXCHANGE IDEAS WITH T.C. DIRECTORS CONCERNING CONDITIONS OF PARTICIPATION, FEE SCHEDULES, SPACE ALLOCATION, NUMBER OF DAYS FOR AN EVENT, CHARGES FOR OFFICIAL USE (FEDERAL, STATE, AND MUNICIPAL GROUPS) AND DEFINITION OF EVENTS CLASSIFIED AS M-1 SHOWS.

5. TAIPEI PREPARED TO DISCUSS ONE OR MORE TOPICS LISTED IN PARAGRAPH 3 ABOVE.  
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